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The Week in Brief

TOP OF THE WEEK

GETTING CLEARER ☐ Composition of Reagan FCC is beginning to take shape. It looks as if either Washburn or Lee will be named interim chairman shortly after Jan. 20. **PAGE 31.**

DUBUQUE DUST-UP ☐ Police get search warrant and seize tapes of brawl from KDUB-TV. *Stanford Daily* bill, which would prohibit such action, doesn't go into effect until October. **PAGE 32.**

SWIFT IN SENATE ☐ Commerce Committee will mark up crossownership bill that contains amendments by Hollings giving five-year licenses. Its chances of passage in House are seen as dim. **PAGE 33.**

FIRE EFFECTS ☐ Destruction of MGM Grand in Las Vegas will not affect NAB convention plans. Alternate arrangements have been made. NAB's Harwood, staying at hotel, escapes. **PAGE 35.**

BUSINESS

WHEELERS MEET DEALERS ☐ Goldman, Sachs seminar gives money managers chance to hear the thoughts of communications industry leaders. **PAGE 36.**

SPECIAL REPORT

STATE OF THE ART ☐ Electronic journalism—the media, men and machines—is assessed in this first year of 1980's. **PAGE 43.** How local TV is fine-tuning and enlarging its news output. **PAGE 44.** In conversation with BROADCASTING editors, CBS's Walter Cronkite shares reflections on his career and commentary on his craft. **PAGE 53.** In year marked by dramatic world happenings, network TV expands in dayparts other than conventional news slots. Networks also promise to embark on new tangents. **PAGE 62.** Radio news in 1980 is targeted more to demographics and with more reliance on satellites and solid-state electronics. **PAGE 68.** Trend in cable: Concentration on local news in smaller markets. **PAGE 78.** Ted Turner's new Cable News Network earns long pants in its six months of operation. **PAGE 87.** Status report on computers and other gear for electronic newsrooms. **PAGE 88.**

JOURNALISM

RTNDA HEADS FOR FLORIDA ☐ Convention this week will examine its place under news sun. Reagan may be telephone caller. Complete agenda is on **PAGE 93.** Exhibitor list begins on **PAGE 94.**

PROGRAMING

SIR ALEX FOR OPT ☐ Guinness will make American commercial debut in six-hour mini-series based on le Carre best seller. **PAGE 104.**

COST CRUNCH ☐ Lack of advertiser support to offset mounting production expenses is blamed by Mutual in announcing programing cutbacks. **PAGE 105.**

TECHNOLOGY

WARC-RELATED ISSUES ☐ FCC issues notices of inquiry on use of geostationary orbit, domestic implication of AM band expansion and HF utilization by fixed and mobile services. **PAGE 106.**

LAW & REGULATION

LIBEL STATUS ☐ Broadcast groups support Virginia newspaper's contention in Supreme Court that private consultants working for government are public figures and subject to aggressive examination by press. **PAGE 107.**

1938

THE 'BROADCASTING' YEARS ☐ Prospects for super power radio operations were dimmed by FCC, which also turned increasing attention to its study of so-called network monopoly. All this was against somber background of an approaching war in which radio journalists became listening posts for an anxious world. **PAGE 113.**

PROFILE

HOGAN'S HEROICS ☐ Stability is Jack Hogan's middle name. It's an attribute that promises dividends for the RTNDA when he takes over association's presidency this week and starts operating in its front trenches. **PAGE 137.**

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of the prohibition because he feared that one of the groups against the lifting might go to court seeking to reimpose it. Indeed, Erwin Krasnow, NAB's general counsel, said his group "is considering an immediate appeal to the court."

Based on the continuing problems the CRT has had in disposing of the 1978 fees, it decided unanimously that a "controversy" exists among claimants on how the 1979 fees—a bank account that now amounts to $16.1 million—should be divided. But it delayed the start of proceedings with the technicality of ordering that its action declaring the controversy not be published until March 2, 1981.

In making the declaration, the CRT agreed with the MPAA and the joint sports claimants that the CRT had limited discretion in the matter under the Copyright Act. As Brennan put it: "Everybody is in agreement that there is a controversy." Nonetheless, the NAB, Public Broadcasting Service and National Public Radio argued to no avail that the CRT should do nothing regarding the 1979 fees until the court makes its determination on the 1978 fees.

Brennan cited two reasons for the CRT delaying the effective date of its declaration. First, he said, the CRT hoped the delay would "encourage those who may try to expedite the progress" of the 1978 fee appeal. He explained that with a firm date now set for the start of proceedings, parties in that case can now argue for expedited action. The court, he added, has the power to take a case out of sequence. Brennan also said the delay would take some of the pressure off the CRT, which is now operating under a heavy workload and which is obligated under law to complete all proceedings within a year.

September sums. Network television billings in September rose 5.6% above those of September 1979, reaching $428.1 million and bringing the total for the first nine months of 1980 to $3.6 billion, up 13.5% from the comparable period last year. The figures, released last week by the Television Bureau of Advertising from estimates compiled by Broadcast Advertisers Reports, showed that for the nine-month period the greatest gains were in weekday daytime, up 17.7%, and in nighttime, up 13.3%. Saturday and Sunday daytime was up 5.8% for the nine months but was off 10.3% in September, which had two fewer weekend days than September 1979.

ABC-TV led in billings for the nine months with a total of $1,345,925,400, followed by CBS-TV with $1,194,070,400 and NBC-TV with $1,088,086,500.

September

	1979	1980	% chg.
Daytime	$140,581,600	$147,086,900	+ 4.6
Mon.-Fri.	76,489,500	89,610,800	+17.2
Sat.-Sun.	64,092,100	57,476,100	−10.3*
Nighttime	264,861,200	281,051,400	+ 6.1
Total	$405,442,800	$428,138,300	+5.6

January-September

	1979	1980	% chg.
Daytime	$1,087,560,500	$1,237,315,700	+13.8
Mon.-Fri.	726,441,500	855,260,900	+17.7
Sat.-Sun.	361,119,000	382,054,800	+ 5.8
Nighttime	2,109,886,000	2,390,766,700	+13.3
Total	$3,197,447,300	$3,628,082,400	+13.5

Quarterly

	ABC	CBS	NBC	Total
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700
April-June	473,396,000	428,389,400	381,727,800	1,283,513,200
July-Sept.	395,999,700	370,316,800	346,173,000	1,112,489,500
Year-to-date	$1,345,925,400	$1,194,070,500	$1,088,086,500	$3,628,082,400

Knight-Ridder on cable prowl

Newspaper-based group broadcast owner is looking for buy; company displays Viewtron system at meeting with security analysts

When Knight-Ridder Newspaper's president, Alvah H. Chapman Jr., told securities analysts in New York recently that his company "hoped to make a significant cable acquisition within the next year," he didn't exactly shock the members of his audience. Knight-Ridder, depending on whom you talk to, was either rumored or definitely known to have been shopping for a cable company, and is particularly mentioned, along with Gannett, as one of those unsuccessfully in pursuit of UA Columbia Cablevision.

But at the same time, there are analysts who attribute to Chapman's remark the subsequent run-up in cable stocks. United Cable, for example, was up 4 1/2 by last Tuesday from the day before the meeting. Heritage was up 1 3/4, Comcast up 3/4 and Telecommunications no change. UA Columbia, however, breaking with the trend, was down 2 3/4. The market, according to theory, sees in this statement, and Chapman's later admission to an inquiring analyst that the company was willing to accept earnings dilution to achieve a purchase, a determination to get into cable despite current prices. That is taken as an example, says one analyst, that in the cable field "there's unlimited money chasing a very few stocks."

A highlight of the session was a demonstration for the analysts of Knight-Ridder's Viewtron system, the interactive video information system with which the company has been experimenting in Coral Gables, Fla. The company indicated it has not yet decided to proceed with a test of a commercial version of Viewtron—at present the service is provided free to a sample population of 160. However, some users are said to log up to 1.5 hours a day on the devices.

Knight-Ridder is expecting a "significant" increase in fourth-quarter earnings, which Chapman said will help the company achieve improved earnings for the year, despite downturns in the two previous quarters.

RKO to drop its representative arm

Blair will pick up New York, L.A. and Boston stations, others are up for grabs

RKO General Inc., New York, has decided to disband its television representative firm, RKO Television Representatives, and assign three of its owned television stations to Blair Television New York.

An RKO official explained that the only way a representative firm can flourish in today's environment is to grow constantly, and he said RKO was inhibited in its quest for new stations because of the FCC problems in which RKO General and its parent company, General Tire & Rubber Co., are enmeshed.

Effective early in 1981, WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston will be handled by Blair. The FCC's refusal to renew those three licenses has been stayed pending outcome of a court appeal. The fourth RKO station, WHBQ-TV Memphis, is open for solicitation from other representatives, and, according to an RKO spokesman, "we've been deluged with calls."

RKO Television Representatives also had three non-RKO stations on its roster—WTTV(TV) Indianapolis, WDRB-TV Louisville, Ky., and KMPH(TV) Fresno, Calif. They will be seeking other representation.

Blair is acquiring the three RKO TV stations through a "buyout," but neither Blair nor RKO General would reveal the terms of the transaction. An RKO official estimated that the house rep firm is billing $60 million and acknowledged that the overwhelming portion accrued from WOR-TV, KHJ-TV and WNAC-TV.

It is understood that a number of RKO Television Representatives employes will be absorbed by Blair, and others will be integrated into RKO General stations.

A letter of intent has been signed by Blair and RKO General but the proposal is subject to a definitive agreement.

OPT captures 'Smiley' for '80-'81

le Carre novel starring Alec Guinness heads list of new programs for independents

A six-hour mini-series, *Smiley's People*, based on John le Carre best-selling spy novel and starring Sir Alec Guinness, will be among five specials to be offered by Operation Prime Time in 1981 and 1982, the OPT steering committee announced last week.

Smiley's People will be produced by Paramount in association with BBC-TV and is scheduled to run on the OPT consortium of stations in November-December 1982. OPT said Sir Alec Guinness will be making his American commercial debut in the mini-series. Earlier this year he was seen on PBS in the Smiley role in the BBC-TV production of le Carre's "Tinker, Tailor, Soldier, Spy."

OPT called its 1981-82 program line-up "by far the most impressive and varied" since the consortium was formed five years ago to produce quality prime-time programing for local TV use. The four other specials on the schedule are:

The Way They Were, described as a two-hour extravaganza featuring a long list of stars returning to their alma mater—Northwestern University—and recreating the performances that started them to stardom. Stars include Ann-Margaret, Charlton Heston, Tony Randall, Cloris Leachman, Patricia Neal, Claude Akins, Robert Conrad, McLean Stevenson, Carol Lawrence, Nancy Dussault, Jerry Orbach. To be produced by Bob Banner Associates for Paramount, for broadcast February/March 1981.

Further Adventures With the Gold Watch, two-hour sequel to the science-fiction farce, *The Girl, the Gold Watch and Everything*, which was one of OPT's highest-rated programs. To be produced by Paramount Television and scheduled in May/June 1981.

Golda, a four-hour mini-series based on the life and accomplishments of former Israeli Premier Golda Meir. To be produced by Paramount for showing in November 1981.

Goliath Awaits, a four-hour mini-series described as combining a large-scale disaster movie with a science-fiction tale, in which 400 passengers aboard a sunken liner are discovered—40 years later—still living in a portion of the ship. To be produced by Columbia Pictures for showing in May/June 1982.

Ratings Roundup

Kristin shot J.R. and CBS-TV's *Dallas* shot right into the record books when the Nov. 21 episode revealing the culprit scored the highest rating for any program in modern television history: a colossal 53.3 rating and 76 share.

That beat the record previously held by the final installment of ABC-TV's mini-series, *Roots*, which earned a 51.1/71 on Jan. 30, 1977. And it easily topped the Aug. 29, 1967, final broadcast of ABC's *The Fugitive* which had been first for a regularly scheduled series episode.

The *Dallas* score becomes even more impressive considering its play on Friday night, usually a low night for set usage. Lorimar, the production house that created all the suspense over "who shot J.R.," had been expecting a rating only "somewhere in the 40's" ("Closed Circuit," Nov. 17).

For the hour *Dallas* episode, there were an estimated 83 million viewers. The *Roots* conclusion—two hours in length—still claims the headcount record with 99 million.

While the *Dallas* episode hit the ratings roof, CBS's over-all average in prime time for seven days ended Nov. 23 was par for the course of a winning week. CBS scored a 21.9/33 to ABC's 19.7/30 and NBC-TV's 17.1/26.

The First 20

Rank	Program	Network	Rating Share
1.	*Dallas*	CBS	53.3/76
2.	*Dukes of Hazzard*	CBS	32.0/48
3.	*60 Minutes*	CBS	29.8/45
4.	*Three's Company*	ABC	26.3/39
5.	*Alice*	CBS	26.1/36
6.	*Jeffersons*	CBS	26.1/36
7.	*One Day at a Time*	CBS	25.7/36
8.	*Happy Days*	ABC	25.4/37
9.	*Too Close for Comfort*	ABC	25.1/37
10.	*Love Boat*	ABC	25.0/39
11.	*Archie Bunker's Place*	CBS	24.7/36
	Laverne & Shirley	ABC	24.7/36
13.	*M*A*S*H*	CBS	23.8/33
	Little House on the Prairie	NBC	23.8/33
15.	*The Enforcer* (movie)	ABC	23.4/34
16.	*Skyward* (movie)	NBC	22.0/34
17.	*Trapper John M.D.* (premiere)	CBS	21.8/33
18.	*Hart to Hart*	ABC	21.7/34
19.	*Kenny Rogers Special*	CBS	21.5/33
20.	*NFL Monday Night Football* (Raiders v Seahawks)	ABC	21.3/35

The Final Five

56.	*Those Amazing Animals*	ABC	14.2/21
	Tribute to the Juke Box Award Winners (special)	NBC	14.2/21
58.	*Daredevils* (special)	NBC	13.0/20
59.	"Convoy" (movie, competed with *Dallas*)	ABC	11.9/18
60.	*NBC Magazine* (competed with *Dallas*)	NBC	4.6/7

Syndicated shows ranked by Petry

Petry Television Inc.'s analysis of the October 1980 Nielsen syndication study shows that *M*A*S*H*, *All in the Family*, *Happy Days* and *Barney Miller* ranked highest among off-network series.

Petry focuses on 32 programs measured by Nielsen in 23 major markets and singles out *M*A*S*H* as the smash series with an 11.3 rating/26 share. It points out that the only off-network shows to give *M*A*S*H* some strong competition are *All in the Family* and *Happy Days*.

In the half-hour strip area, Petry tabs *To Tell the Truth* and *You Bet Your Life* as probable losers and *Face the Music* as a program having problems, both in clearances and audience delivery. *Family Feud*, in a new strip version, is picked as a winner with 12.2 rating, leading such popular and long-running strip programs as *Joker's Wild* and *Tic Tac Dough*.

According to Petry, *Donahue* is outstanding in the talk-variety field, with a 6.2

Administration Bldg. AI-10 Seattle 98195. Estimated construction cost: $1.6 million; first-year operating cost: $117,160. Legal counsel: Dow, Lohnes & Albertson, Washington; consulting engineer: John F. X. Browne & Associates, Bloomfield Hills, Mich. Principals: Richard C. Oldham is director of telecommunications planning. Ann. Nov. 20.

AM action

■ Cave Junction, Ore.—Illinois Valley Radio granted CP for new AM station on 1400 khz, 1 kw-D 250 w-N (BP-791127AB). Action Nov. 12.

FM actions

■ Brush, Colo.—Ranchland Broadcasting Co. granted 107.1 mhz, 3 kw, HAAT: 91 ft. Address: 1516 Mill St., Brush 80723. Estimated construction cost $15,500; first quarter operating cost $4,842; revenue: $60,000. Format: Pop. Principals: Claud and Margaret Pettit (100% jointly). They own KCMP(AM) Brush. Claud Pettit is general manager and Margaret Pettit is program director. Action Oct. 31.

■ Palmyra, Mo.—Palmyra Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 314 N. Broadway St. Louis, 63102. Estimated construction cost: $78,000; first year operating cost: $60,000; revenue: $20,000. Format: Variety. Principals: St. Louis Suburban Newspapers (65%), James E. Janes (29%) and two others. St. Louis Suburban, publisher of weekly newspapers in St. Louis area, is owned by Bick brothers, Frank, John and James (one-third each). John owns kitchen equipment installation firm and James owns computer equipment installation firm. James is associated with St. Louis-based Sports Network as sales and programing specialist. Network is owned by St. Louis Suburban. They have no other broadcast interests. Action Nov. 7.

TV actions

■ Nampa, Idaho—Peyton Broadcasting Inc. granted CP for new TV on ch. 12; ERP: 166 kw vis., 18.2 kw aur.; HAAT: 2,720 ft.; TL: Deer Point Peak, 10.75 miles N. N.E. of Boise, SL: Nampa; Condition: aur. and vis. TPO shall be measured at output of diplexer. Action Nov. 6.

■ Tomah, Wis.—Tomah Television Co. granted ch. 43; ERP: 94.5 kw vis., 98.64 kw aur., HAAT: 660 ft.; ant. height above ground: 400 ft. Address: 1008 1/2 Superior Avenue, Tomah. Estimated construction cost: $101,950; first-year operating cost: $27,747. Consulting engineer Lyle Evans. Principals: Tomah-Mauston Broadcasting Co., licensee of WTMB(AM)/FM) Tomah. Hugh W. Dickies is president. Action Nov. 4.

Ownership Changes

Application

■ KLMN-TV Fort Smith, Ark. (TV: ch. 24; 2510 kw vis., 251 kw aur)—Seeks transfer of control of MCM Broadcasting Co. from stockholders (100% before; none after) to Ozark Television Co. (none before; 100% after). Consideration: $950,000 plus assumption of notes. Seller: B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton, David McClinton, William G. Underwood, Jim C. Walton, S. Robson Walton (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of WXVT(TV) Greenville, Miss., and 8.33% interest in applicant for ch. 14 at Tyler, Tex. (see "New Stations," above).

Actions

■ WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. (AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw)—Granted assignment of license from Euchee Valley Broadcasting Co. to DeFuniak Communications Inc. for $300,000. Seller: Stampler Collins who has no other broadcast interests. Buyer: Robert Schumann (90%) and Arthur Dees and wife, Martha (10%) jointly. Schumann is investment counselor based in Binghamton, N.Y., Dees is general manager of WSKG(FM) Binghamton, N.Y. Martha is housewife. They have no other broadcast interests. Action Oct. 30.

■ WTVW(TV) Evansville, Ind. (TV: ch. 7: 316 kw vis., 63.1 kw aur.)—Granted assignment of license from Fuqua Industries to Charles Woods for $21.5 million. Fuqua has also sold WTVC(TV) Chattanooga, Tenn., (BROADCASTING, June 30) and WTVM(TV) Columbus, Ga. (BROADCASTING, July 21). Chairman of Fuqua, J.B. Fuqua has sold WJBF(TV) Augusta, Ga. (BROADCASTING, July 28). Woods owns WTVY-AM-FM Dothan, Ala. Action Nov. 17.

■ WLEA(AM)-WCKR(FM)[CP: Hornell, N.Y. (AM: 1480 khz, 2.5 kw-D, FM: 92.1 mhz, 8.3 kw)—Granted transfer of control from Kevin Doran to Channick Broadcasting Corp. for $156,000. Doran has no other broadcast interests. Buyer: Herbert Channick, Chicago attorney and real estate investor who has no other broadcast interests. Action Oct. 31.

■ KNOR(AM) Norman, Okla. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted transfer of control of station from transferees (100% before; none after) to KNOR Radio Inc. (none before; 100% after). Consideration: $575,000. Principals: Hugh B. Garnett Jr. (31.5%); sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Glee Garnett and husband, Hugh B. Garnett (4.5% each), and Terrell C. King (10%). Glee and Hugh are parents of Hugh Jr. and Jean Moore. Jean and Charles Moore are married. They also own KWHW-FM Altus, and KWON(AM) Bartleville, both Oklahoma. Transferors: Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City Oil Exploration Company. Moore is president, director and 50% owner of KTIP(AM)-KIOO(FM) Porterville, Calif. Stephenson has no other broadcast interests. Action Nov. 19.

■ KGRI-AM-FM Henderson-KSPL-AM-FM Diboll, both Texas (KGRI[AM]: 1000 khz, 250 w-D; FM: 100.1 mhz, 3 kw; KSPL[AM]: 1260 khz, 1kw-D, FM: 95.5 mhz, 6 kw)—Granted transfer of control of KGRI Inc. and KSPL Inc. from William L. Walling (51%

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	–	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV						
VHF	–	–	231	90	321	
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	–	–	339	184	523
UHF						
VHF	2,567	–	–	2,567	259	2,826

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